

FIG. 1

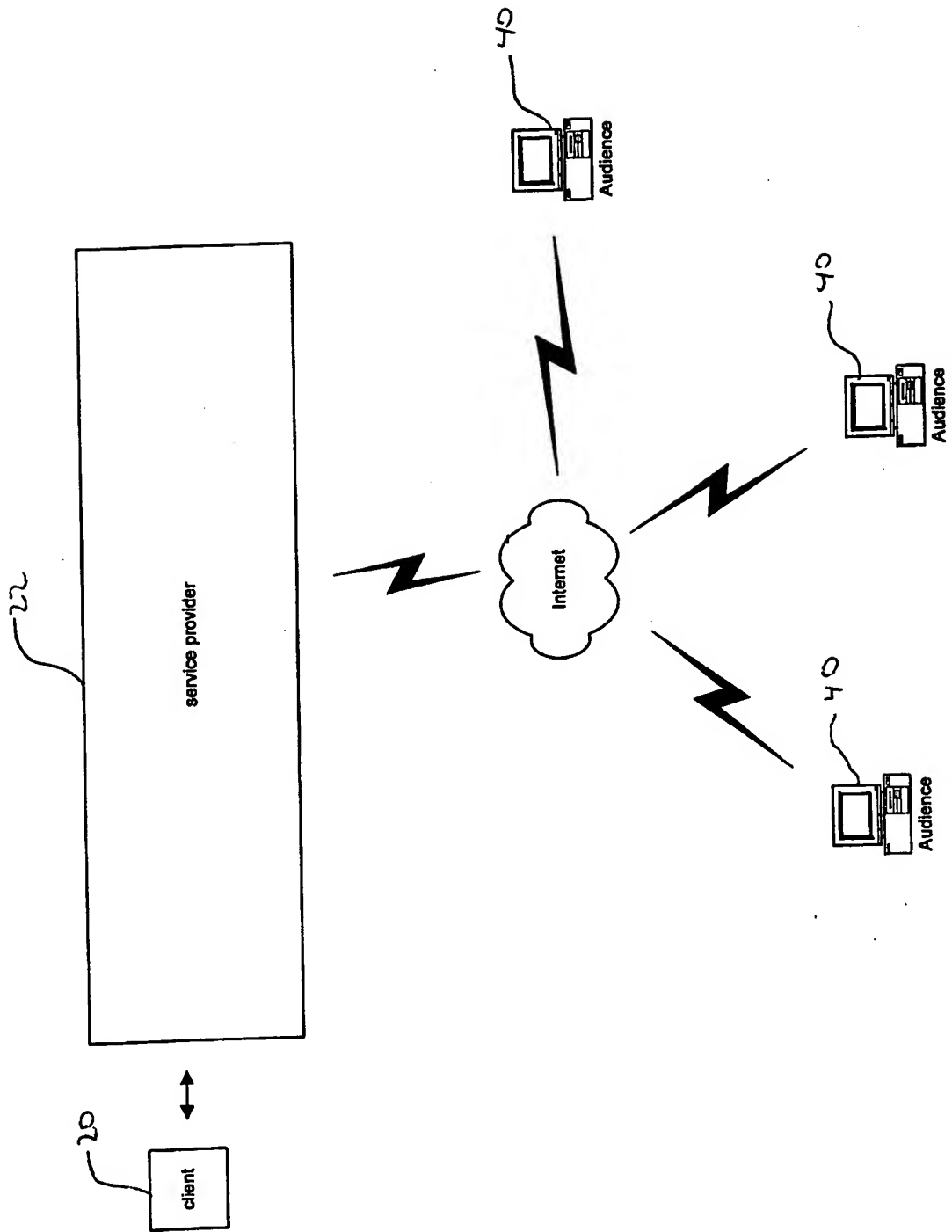


FIG. 2

Line 1
 5 week campaign.
 Target campaign GRP =5.0
 Booked campaign amount = \$500,000

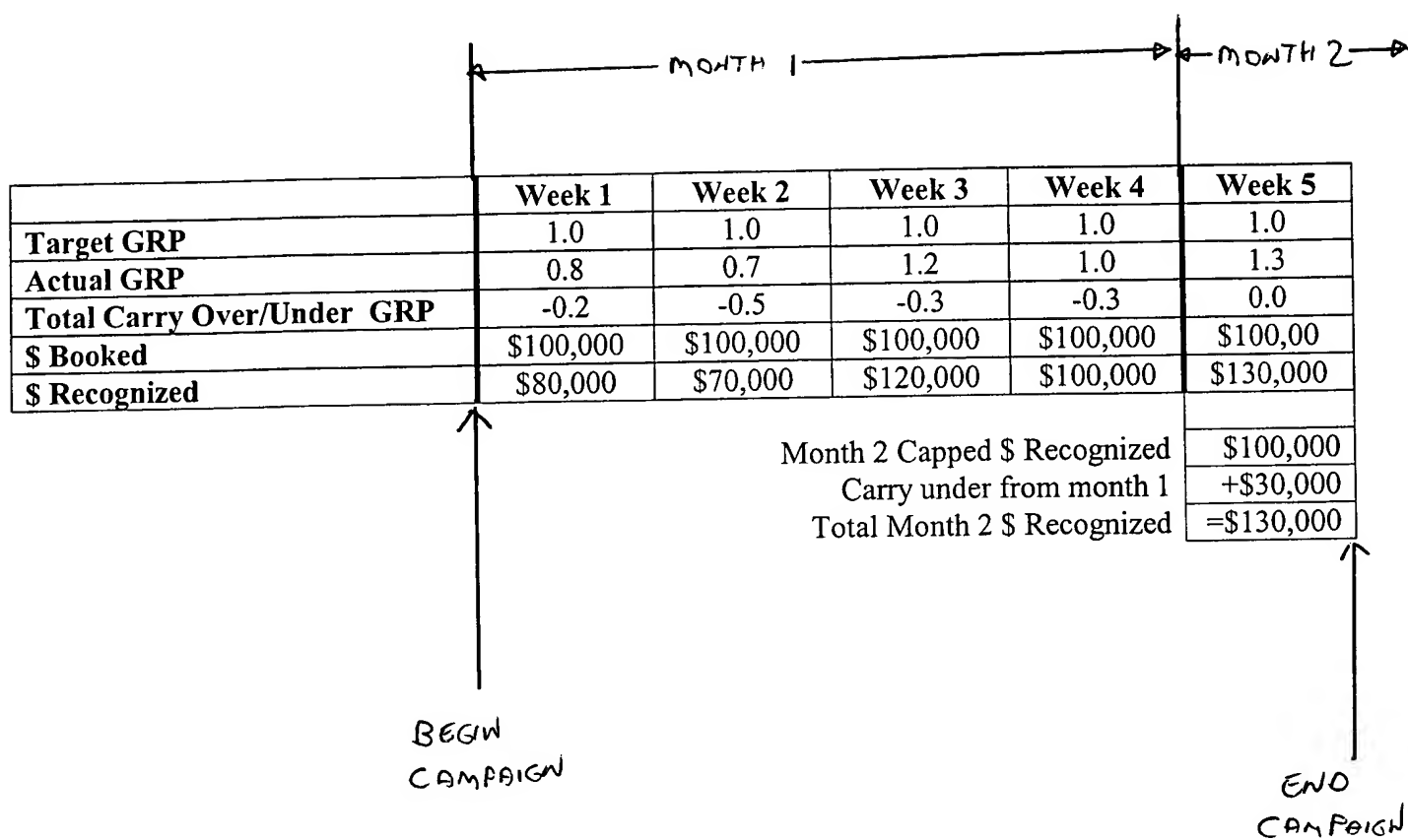


FIG. 3a

Line 2

5 week campaign.

Target campaign GRP = 7.0.

Booked campaign amount = \$350,000.00

BEGIN CAMPAIGN							END CAMPAIGN	
		LINE 2						
		Week 1	Week 2	Week 3	Week 4	Week 5		
Target GRP		1.4	1.4	1.4	1.4	1.4		
Actual GRP		1.1	1.5	1.4	2.6	0.7		
Total Carry Over/Under GRP		-0.3	-0.2	-0.2	+1.0	+0.3		
\$ Booked		\$70,000	\$70,000	\$70,000	\$70,000	\$70,000		
\$ Recognized		\$55,000	\$75,000	\$70,000	\$130,000	\$35,000		
							3d	4d
		MONTH 1					MONTH 2	

FIG. 3b

Line 2							
Week 5 (Expanded View)							
Day of Week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Target GRP	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Actual GRP	0.1	0.1	0.1	0.1	0.1	0.1	0.1
\$ Booked	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
\$ Recognized	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
3 days				4 days			
Target GRP				0.8			
Actual GRP				0.4			
Total Carry Over/Under GRP				+0.3			
\$ Booked				\$40,000			
\$ Recognized				\$20,000			
MONTH 1				MONTH 2			

Actual Month 2 Recognized Revenue = \$20,000
 Total Carry Over Amount including Month 1 = +\$35,000
 Total Recognized Revenue for Month 2 = \$55,000
 Capped Total Recognized Revenue for Month 2 = \$40,000

FIG. 4

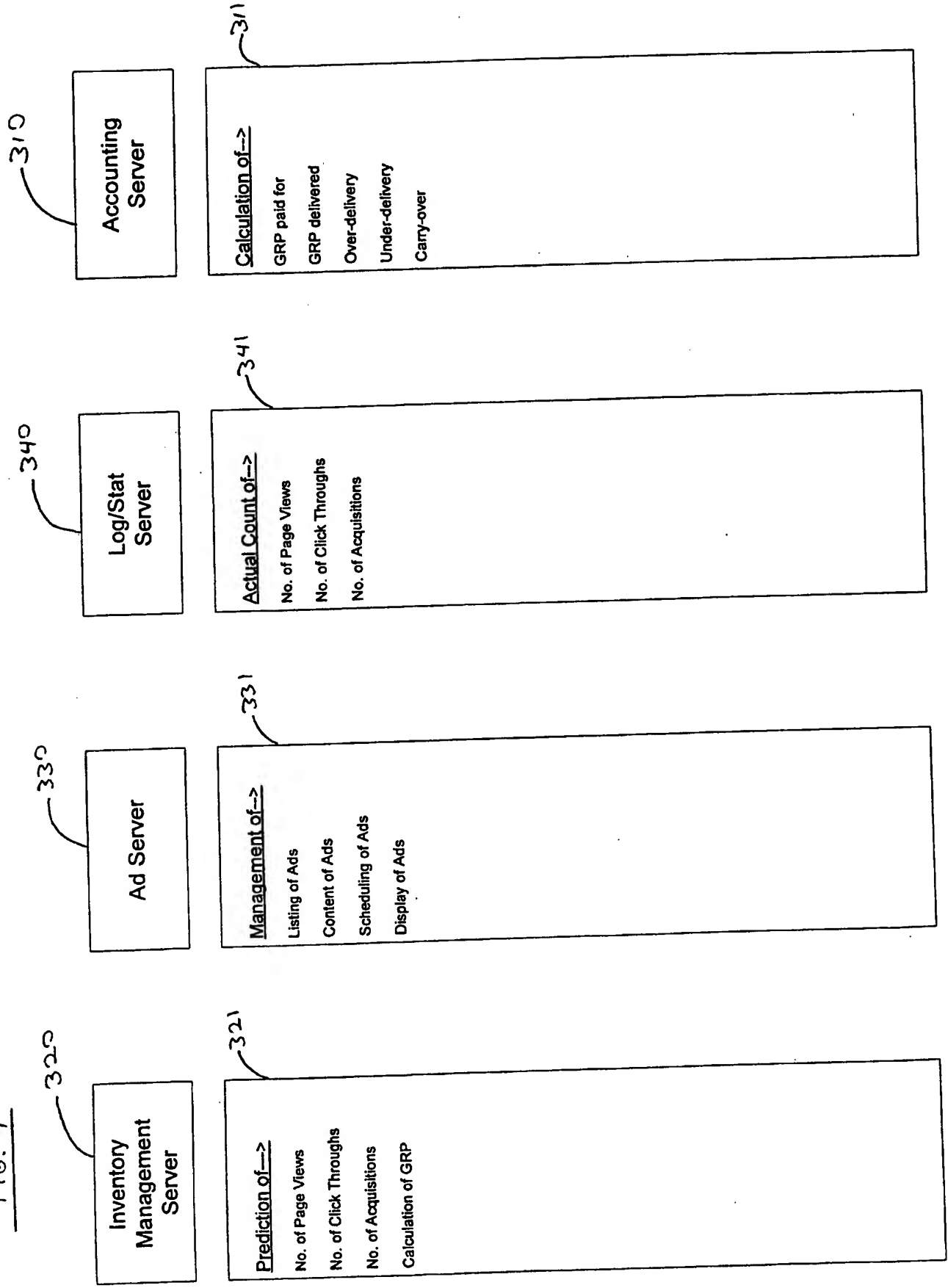


FIG. 6a

Line	Line ID	Line Type	Amount	Inst/Clicks	Line Start	Line End	Property	Status	Rev Flag	Dr
1	1626335	CPI	\$188,750.00	0	30-SEP-2001 00:00:00	30-SEP-2001 23:59	direct market	Frozen	None	E
2	1626336	CPI	\$0.00	2,250,000	30-SEP-2001 00:00:00	30-OCT-2001 23:59	direct market	Frozen	None	E
3		RF	\$0.00	0		02-23-59		Modifiable	None	N

Placement	3178032	Ad	delivers drop	Estimate	3178032	30-SEP-2001 00:00	30-OCT-2001 23:59	END DATE
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FIG. 5b

[illegible]

FIG. 5d

[illegible]

FIG. 5b

[illegible]

